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MARCH 1 1937

# POTTER'S

## 1937 CATALOG

### Small Fruit Plants

STRAWBERRY

RASPBERRY

BLACKBERRY

DORSETT

Still a Favorite

GEM

Best Everbearer

FROST PROOF

Something New

PREMIER

Best Early Variety

Grown and Shipped by

**E. W. POTTER**

LESLIE

MICHIGAN

## COLLECTION No. 1

25	Blakemore	Midseason
25	Premier	Early
25	King Wealthy	Late
10	Gem Everbearing	
Special Price, \$1.00 Postpaid		

## COLLECTION No. 3

10	Chief Red Raspberry	Early
10	Latham Red Raspberry	Late
10	Logan Black Cap	Early
10	Cumberland Black Cap	Late
Special Price, \$1.50 Postpaid		

## COLLECTION No. 2

25	Dorsett	Midseason
25	Dunlap	Midseason
6	Latham Red	Late
6	Chief Red	Early
Special Price, \$1.00 Postpaid		

## COLLECTION No. 4

50	Premier Best	Early
50	Dunlap	Midseason
50	King Wealthy	Late
15	Gem Everbearing	
6	Chief Red Raspberry	Early
Special Price, \$2.00 Postpaid		

Our Raspberry Fields Have Been Inspected Twice by the State Inspector  
During the Past Summer and Pronounced Free  
from Disease Both Times.

**OUR PLANTS ARE FRESH DUG AT SHIPPING TIME**

## CERTIFICATE OF NURSERY INSPECTION

THIS IS TO CERTIFY, That we have examined the nursery stock and premises of E. W. Potter, Leslie, Michigan, and find them apparently free from dangerous insects and dangerous contagious tree and plant disease.

License No. 4706

This Certificate to be void after September 26, 1937.

## STATE DEPARTMENT OF AGRICULTURE

Agricultural College, Michigan, September 26, 1936.

## IT IS SURPRISING

to learn how few farms produce enough strawberries and raspberries for house use.

When approached on this subject the usual reply is, "Too much work" or "No time to fool with berries." If these same farmers would stop and think no doubt they would raise some berries and less corn if it is profit they are looking for.

## HOW DO THEY DO IT?

By using common sense methods. Set good plants in well prepared, fertile soil. Use thorough cultural methods like you would to produce other farm crops. Read pages 4 and 5 if interested.

## THE PROSPECTS ARE BRIGHT

for the wide awake berry growers. The country-wide drought of the past season not only caused severe injury to young plantings of strawberries but practically ruined old fruiting beds in many sections of the country. Both young and old plantings were entirely killed. The 1937 crop should be extremely light. This will cause an unprecedented demand for berries during 1938 and succeeding seasons. To some extent this is true of the bush fruits. Many raspberry and blackberry fields were severely injured by the drought and will have to be replaced. This will mean a greatly stimulated demand for all kinds of plants. In the face of these facts we urge you to plant as heavily as possible.

Don't forget if you are going to plant strawberries, raspberries or blackberries, order now or you are liable to be disappointed.

## YOUR SUCCESS

with small fruit all depends on the kind of plants you set, the fertility of your soil and the care you give your plants. The grower who succeeds buys good plants, sets them in good fertile soil and takes proper care of them. There are no hidden secrets to fruit raising. Any soil that will produce common farm crops will produce strawberries or raspberries, providing it is well drained; however, old sod should be avoided on account of white grubs.

## YOUR GARDEN PLOT

A small amount of expense and effort on a garden plot will be well repaid in pleasure and profit. Two hundred plants will make a nice small garden. You will find inside front cover garden collections for you to select from. Try one.

With best wishes to all for a Prosperous 1937 we present to you our Annual Catalog. If it meets with your approval and you feel that we are deserving of your confidence we hope to receive your orders for Strawberry and Raspberry plants.

# INSTRUCTIONS TO PURCHASERS

## ORDER EARLY

It will insure you getting the varieties you want and it will help us to get your plants shipped promptly when you want them.

PLEASE remit by P. O. Money Order, Express Order, Registered Letter or Bank Draft.

## LOST ORDERS—

All orders are acknowledged by postal card same day received, but if you should not hear from us in a reasonable length of time after sending an order, PLEASE WRITE PLAINLY, giving full particulars, NAME and ADDRESS.

Once in a while an order is lost, but it usually is caused by the customer failing to give the full address. Therefore, PLEASE WRITE PLAINLY, especially your name.

**TERMS:** Payment must be made before shipment of plants. If not convenient to remit entire amount when order is sent, remit not less than one-fourth of the amount of the order and your order will be booked and held for you and you can remit the remainder when convenient, before shipment of plants.

**WE GUARANTEE** the safe arrival of plants in good condition if sent by mail or express by May 1st.

**WE TAKE** the greatest care to have all plants true to name and seldom ever have a complaint, but should any prove otherwise than represented, we will not be responsible for any amount greater than actually paid us for the plants.

**CLAIMS**, if any, must be made on receipt of plants when they will be carefully examined, and if just, made satisfactory.

**FOR OUR RESPONSIBILITY** address with stamp the Peoples Bank, Leslie, Michigan, postmaster, express agent, or any official, professional or business man of the same place.

## HOW TO GROW

Strawberries are grown successfully on light, sandy soil, and on heavy, clay soil, although—like most other crops—they respond very quickly to fertile, well-drained soils that are full of humus.

In selecting a soil, keep in mind that any good garden soil will produce Strawberries. Sod land should be avoided on account of white grubs and cut worms.

If planting a large acreage, it is well to select a field that has been planted to some hoed or cultivated crop, where grass and weeds have been kept down and not allowed to go to seed.

Clipping the roots is not necessary, if you can get the roots into the soil without doubling them up.

WE MAINTAIN OUR GRADE by a careful selection of stock plants and right method of propagation from year to year, that tend with such a soil to produce stock of the greatest health and vigor, striving for the ideal fruiting row and perfect fruit from any plants that may be left unsold.

**OUR PLANTS ARE FRESH DUG** as wanted, nicely trimmed, ready for planting, carefully re-sorted and tied in bunches of 25; roots washed in cold water if necessary to make them clean, and packed with live moss in new handle baskets lined with oil paper, or in light ventilated crates, in such a manner that we guarantee safe arrival in good condition by express or mail to all parts of the United States. Plants by freight at buyer's risk.

**TRUE TO NAME.** We take great pains to have stock true to name and hold ourselves ready upon proper proof to refund money or replace any that prove untrue; but it is mutually agreed that we shall not be liable for a greater sum than amount paid for such stock.

**SUBSTITUTION.** Early in the season we have everything listed in this catalogue, but late in the season usually sell out some varieties. In case we are out of varieties ordered, please say if we shall substitute some variety of same season, suitable for your locality. We always notify customer if we have time to receive your answer before you wish plants shipped, but in case you do not request us to substitute we shall return the amount for the plants we do not have.

**OUR PRICES AVERAGE LOWER** than can be found elsewhere, when quality of stock and guarantee conditions are considered. Our references for responsibility are ample. You take no risk whatever. See elsewhere a certificate of health from the State Department of Agriculture. We invite investigation at all times.

## STRAWBERRIES

Plant as early as possible—soon as weather will permit getting ground ready.

Be sure to order early. Early setting pays big. The plants start quicker, grow better and make better beds than late set plants. Take pains in setting. It pays.

We plant rows four feet apart. Plants fourteen to eighteen inches in the row.

Set plants on arrival, if possible. Dip the plants in water just before planting.

Plants should be cultivated and hoed as soon as they start growing.

**It Is Very Important** at the first hoeing to uncover the buds of any plants which have been planted too deep.

Cultivate often. Keeps the weeds out, and you will be pleased with results.

# CULTURAL DIRECTIONS

## MATING

All strawberry blossoms are either staminate—also called perfect—or pistillate, generally called imperfect.

The imperfect varieties, which are marked (Imp.) in catalog, should have a perfect variety, marked (Per.) set every third or fourth row to properly pollenate the blossoms of the imperfect sorts.

There seems to be a mistaken idea with some that this mixing of varieties is necessary with the perfect as well as the imperfect sorts, but this is not so. The perfect are self-pollinating and bear as well if set by themselves.

## TIME TO SET PLANTS

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring, thinking you can make it up by early Fall planting. It can't be done.

How early? Just as soon as weather permits getting ground ready.

We are anxious at all times to please our customers, who in some way fail to get their plants in the spring, by sending them a few in the fall. However, spring is by far the best time to plant strawberries. Spring planting is preferred because weather conditions are more favorable and because the plants come into bearing the next season. Fall set plants have to go through two winters before they start to fruit and the effect of winter is never beneficial to their plantation. To those who are unfortunate and do not obtain their plants in the spring, we will gladly supply their needs at double the price in catalog.

## NORTHERN GROWN PLANTS

A strawberry is never in so prime a condition as when fully grown, matured and dormant. Our friends in the South have recognized that our Northern grown plants are safer to set, because of their more dormant condition on arrival, while commercial growers in the North and West would not think of setting Southern stock of a more advanced growth. We also hold that while strawberry will grow and thrive nearly everywhere, the North is its natural home, where it fits the conditions more naturally for a higher development.

**THE DESCRIPTION** of the different varieties is as they have done with us at fruiting time. Varieties that we have not fruited we have given originator's description, or others, that we consider best authority.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants start quicker, grow better and make better beds than plants set late.

## WE SHIP PLANTS

to Southern customers during mild weather any time after they receive this catalog, and to the North as late as the 15th of May, but for all sections it is advisable to order early and name date of shipment as early as you can use the plants. Plants shipped early have less foliage, can be packed lighter, and if planted almost always do well.

## OUR SHIPPING SEASON

begins with the Southern orders, as soon as frost is out of the ground in spring, often in March. We aim to set out plants in early April. If ordered late in the season, it is always best to name a second or third choice in case a variety is sold out, or leave it to us, stating soil conditions and other particulars. We will do our best to please you, but order early and have plants come early, if you can.

## REMOVING THE BLOSSOMS

Strawberry plants that are set out this Spring should not be allowed to bear fruit until the following spring. The blossoms should be pinched off, for to let them ripen fruit the first year would weaken the growth of the plants and is liable to kill them. Just as soon as you remove the blossoms your plant starts to work building up a root system. The heavy, vigorous root system is essential to enable the plant to come to its fullest possibilities of production.

## NUMBER OF PLANTS REQUIRED TO SET AN ACRE

1 x 1 ft.	43,560	5 x 3 ft.	2,904
2 x 1 ft.	21,780	5 x 4 ft.	2,178
2 x 2 ft.	10,890	6 x 1 ft.	7,160
3 x 1 ft.	14,250	6 x 2 ft.	3,360
3 x 2 ft.	7,260	6 x 3 ft.	2,420
3 x 3 ft.	4,840	6 x 4 ft.	1,815
4 x 1 ft.	10,890	6 x 5 ft.	1,425
4 x 2 ft.	5,445	6 x 6 ft.	1,210
4 x 3 ft.	3,630	7 x 1 ft.	6,122
4 x 4 ft.	2,723	7 x 2 ft.	3,111
5 x 1 ft.	8,712	7 x 3 ft.	2,074
5 x 2 ft.	4,356	7 x 4 ft.	1,555

# PLANTS WE GROW

## BLAKEMORE (Per.)

Originated with the U. S. Department of Agriculture. After fruiting this wonderful new variety again, we still have plenty of praise for it. We have reports that it did not do as well in some sections as it did with us, however, we harvested from our Blakemore a fine crop of firm, fancy fruit. The fruit holds up exceptionally good after picking. Extra good for canning on account of its firm flesh and solid centers. Good plant maker. Don't make a mistake by not trying Blakemore.

## BELLMAR (Per.)

After fruiting this variety we do not hesitate to pass along the report that it sure did please us and pleased everyone who were fortunate enough to see it in fruit. This new sort sure did produce some fine fruit. The only thing that prevented us from planting this variety heavy for fruiting was shortage of plants. This new variety was originated by the U. S. Department of Agriculture and has the same parentage as Blakemore. The fruit is large, dark red and of fine quality. Plants are thrifty and make rows just right for fruiting. Our supply of plants is limited.

## GIBSON (Per.)

Mid-season. This variety is being grown throughout our state very extensively as a market berry, because it produces large crops and is noted for its firmness, making it a good shipper. We find it just a little later than Dunlap. The Gibson is a large, dark red berry of good quality and flavor. Unlike some other varieties, it holds its size throughout the entire season. The plants are large, long rooted and will withstand much dry weather.

## PREMIER (Per.)

A sure cropper. It has so many good qualities that it has spread in popular favor very rapidly. It has replaced all the old early varieties except in the South. It is still recognized as the one early berry that's hard to beat.

For hardness and persistence in producing a good crop every year regardless of conditions no variety ranks with the Premier. It is a sure cropper and very productive. Dorsett and Fairfax will equal Premier in productiveness and might surpass it in quality.

It will produce satisfactory crops under severe conditions.

We think growers who raise strawberries regularly should plant Premier for their main crop unless others prove superior by actual test. Under favorable conditions Premier makes plants enough for a well matted row. It stands with the top-notchers in productiveness.

Berries are a medium red in color, getting quite dark as they get riper and moderately firm. However, they are firm enough to handle in local markets or ship a reasonable distance. They rank up well with most of the old standard varieties in quality. Fruit large.

## FAIRFAX (Per.)

A sister variety to the Dorsett and much like it except the berries are darker red.

Both of these varieties stay firm for several days after ripening and in quality they are the finest of the strawberries.

Fairfax is also a very productive berry. The berries average large in sizes. Its foliage grows high, is free from any leaf spot and holds the berries well off the ground. Makes just enough plants for a good fruiting row.

## DORSETT (Per.)

Like Fairfax is a cross between Premier and Royal Sovereign. It has an exceptional vigor of plant growth, being a much stronger grower than either parent.

Will make a better plant row than Premier. Dorsett is one of the firmest berries known and one of the heaviest producers. The foliage is dark green and holds its fine color through the fruiting season. Berries are very large. Light red in color and will hold its red color long after picking. Season early. Don't fail to try the wonderful new variety.

## CATSKILL (Per.)

A new variety fruited here last season for the first time. This variety is an introduction of the New York Experiment Station, a cross of Premier and Marshall. It is a strong, vigorous grower making plants of large size for a good fruiting row.

We were much surprised after fruiting this new variety because it did produce a large crop of fancy fruit despite the extreme dry weather at fruiting time. The berries grow on very strong, rather long fruiting stalks. The fruit is extremely large and the brightness of color makes them very attractive. In quality the berries are good, fully good as Premier.

### *Our Plants Are Fresh Dug at Shipping Time*

## SENATOR DUNLAP (Per.)

Mid-season. For more than twenty-five years this variety has been a big money-maker for commercial strawberry growers. It does well in any type of soil and in almost all sections of the country. Makes plants freely and produces enormous crops of dark red, rich, beautiful fruit. Often called "King of the Canners."

## KING WEALTHY (Per.)

Very late. There are several good late varieties, but none better—few as good. The fruit is large, handsome, well-shaped and dark-red. A wonderful shipper, because of its firmness. Plants large and long rooted. You will not be disappointed in this variety.

## MASTADON (Per.)

This variety has stood supreme among the Everbearers for some time. Its one drawback, however, has been that it failed to make many plants. The fruit is larger than any other fall-bearing that we have tried, except Gem. The berries are handsome, firm enough to ship or haul a moderate distance to market. The plants are vigorous in growth and produce big crops of big berries. Don't forget, your Mastadon, if left to fruit, will produce a good crop in the early summer. Plants will always be high in price on account of not being extra good plant makers.

For best results with Everbearing Strawberries, good strong plants must be used and set early. Keep blossoms picked until July 1st to 15th.

## RED RASPBERRIES

**CHIEF.** Best early, Red Raspberry. This is a new variety which has had sufficient testing in commercial fields to safely place it as one which is going to replace all other early varieties. It could rightly be called an Early Latham, because it resembles that variety in many ways. Equal in quality, it out-yields the Latham. Ten days earlier. Fruit is good, bright red, firm and of excellent quality. The Plants are vigorous in growth, perfectly hardy and seem to be resistant to mosaic.

**LATHAM.** This grand mid-season variety is winning favor wherever grown, its popularity having spread throughout the entire Middle and Eastern States. Every fruit grower in testing this wonderful variety reports favorably as to the large size and excellent quality of its fruit; its entire resistance to frost during the coldest winters and the enormous quantities of fruit it will produce. It is large, handsome and delicious from the beginning to the last picking.

## NEWBURG

The New Red Raspberry was introduced by the New York Experimental Station. Their description says,—Berries are large, in fact, larger than those of any other sort; very firm. Color lighter than Latham, slightly coarse in appearance and a little better than Latham in quality. We have fruited them and find they are the largest of all the reds; quality better than Latham, firm and a very heavy cropper. Few days earlier than Latham.

## BLACK RASPBERRIES

**CUMBERLAND.** King of the Black Caps. Sure money maker. No Black Raspberry is grown as extensively and none has made as much money for Fruit Growers as this wonderful variety. The plants are healthy, vigorous growers, throwing up stout, stocky, well branched canes. Fruit is large, rich black in color, firm and of highest quality. Ripens its fruit in mid-season and continues for three weeks. The Cumberland is less susceptible to disease than most varieties.

## LOGAN

New variety. Ripens 10 days ahead of Cumberland, which allows the grower to get on the market ahead of other varieties. The new Logan produces immense crops of jet black berries as large as Cumberland. Does not crumble in picking, stands severe weather conditions without damage. Have only a limited number plants.

## BLACKBERRIES

**ELDORADO.** We grow and sell only this one variety, because it is so much superior to all others. It is unusually hardy. Have never known it to winter kill or fail to produce a good crop. The berries are large, jet black and of excellent quality. They form in large clusters and ripen well together.

## PURPLE RASPBERRIES

**COLUMBIAN**—The leading variety. Mid-season, vigorous and productive. Berries dark, fairly firm, with rich sprightly flavor.

**OUR PLANTS ARE FRESH DUG AT SHIPPING TIME**

We would like the names of the people in your section who are interested in fruit growing. Kindly write their names on back of order sheet. Same will be appreciated.

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## TO COMPUTE AMOUNT OF POSTAGE

First ascertain the group in which you are located and then refer to list below, which will tell you the amount of postage to send.

Group 1: Central and Northern Michigan, Southeast Wisconsin, Northern Illinois, Central and Northern Indiana, Western Ohio.

Group 2: Balance of Wisconsin, Illinois, Indiana and Ohio.

Group 3: Minnesota, Iowa, Missouri, Arkansas, Kentucky, Tennessee, North Carolina, Virginia, West Virginia, Pennsylvania, New York.

Group 4: North Dakota, South Dakota, Nebraska, Colorado, Kansas, Oklahoma.

Group 5: Montana, Wyoming, Idaho, Utah, California.

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- Group 1: Add 10c for each 100 Strawberry Plants.
- Group 2: Add 14c for each 100 Strawberry Plants.
- Group 3: Add 21c for each 100 Strawberry Plants.
- Group 4: Add 28c for each 100 Strawberry Plants.
- Group 5: Add 35c for each 100 Strawberry Plants.

25 Raspberry or Blackberry Plants take the same postage as 100 Strawberry.  
Write for special prices on 3,000 or more plants.

## **ORDER BLANK**

E. W. POTTER,  
Leslie, Michigan.

Send to \_\_\_\_\_ Box \_\_\_\_\_

Post Office \_\_\_\_\_ R. F. D. \_\_\_\_\_

Ship by \_\_\_\_\_ Shipping Station \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

Date of this Order \_\_\_\_\_ Ship about \_\_\_\_\_

Amount enclosed:

Check \$ ..... Money Order \$ ..... Stamps \$ ..... Cash \$ .....  
(Please fill out above carefully)

If we are sold out of anything ordered, may we substitute? If so, what?

**Amount Carried Forward**

**ORDER PLANTS NOW—PAY APRIL 1, 1937**

# PRICES FOR 1937

All Plants shipped by Express go Charges Collect. If wanted by Mail, add the Postage. (See Table on Page 9.)

STRAWBERRY PLANTS	25	100	250	1000
Blakemore	\$ .35	\$ .75	\$1.40	\$ 5.00
Bellmar	.35	.80	1.75	—
Dr. Burrill	.35	.75	1.40	5.00
Gibson	.35	.80	1.75	6.00
King Wealthy	.35	.80	1.75	6.50
Premier	.35	.80	1.75	6.50
Senator Dunlap	.35	.75	1.40	5.00
Dorsett	.35	.80	1.75	6.50
Fairfax	.35	.80	1.75	6.50
Catskill	.35	.80	1.75	6.50
Frost Proof	.50	1.75	4.00	15.00
Gem	.45	1.65	3.75	12.00
Mastodon	.45	1.65	3.75	—
RED RASPBERRIES	25	100	250	1000
Latham, 1-yr. No. 1	\$ .50	\$1.65	\$4.00	\$15.00
Latham, 1-yr. No. 2	.35	1.20	2.75	10.00
Chief, 1-yr. No. 1	.50	1.65	4.00	15.00
Chief, 1-yr. No. 2	.35	1.20	2.75	10.00
Newberg, 1-yr. No. 1	.75	2.50	—	—
BLACK RASPBERRIES				
Cumberland, No. 1 tips	.50	1.75	4.00	13.50
Logan, No. 1 tips	.50	1.75	4.00	14.00
PURPLE RASPBERRIES				
Columbian Purple Cap	.50	1.75	—	—
BLACKBERRIES				
Eldorado, No. 1	.50	1.75	4.00	15.00

## CASH DISCOUNT ON EARLY ORDERS

We will allow a 5 Per Cent Cash Discount from Catalog List Price on all orders amounting to \$5.00 or more, reaching us before March 15, 1937, and accompanied by Cash in Full. This applies only to cash orders of \$5.00 or over at prices listed in this Catalog and does not apply to C. O. D. shipments or special quotations by letter.

## FROST PROOF

C. N. Kelley of Ingham County, Michigan, a plant grower for 20 years, found this plant four years ago among his seedlings. The writer and many other nursery men tried to obtain some of these plants for trial, but he would not part with even one plant. The writer has watched these plants and the results for three years. Mr. Kelley passed away last June, leaving his business to a son, who asked me to introduce his new berry. I received this news too late to send out any plants to other dealers or Experiment stations for testing. This is not an old variety newly named, but something different. It has a plant habit like Premier, but makes few more plants, produces the largest fruit I have ever seen. Very firm, making it a good shipper. Quality equal to Premier, but darker in color. Shape much like Dunlap.

The strange thing about this new variety is the blossoms are pink. I watched the fruiting and sale of fruit from one acre last season. Mr. Kelley obtained about 2 cents per quart more for the variety than we could for Premier or any other variety. Grocers told me Frost Proof would stay in their store for two days and still be good. The reason Mr. Kelley called it Frost Proof was because it withstood late frosts when others were killed. We invited nearby growers to see this new variety at fruiting time. Everyone said, "Sure a wonder," "Never saw such large fruit," and many other like remarks. Not one failed to leave an order running from 500 to 2,000 plants.

Above description of Frost Proof is from our 1936 catalog. After watching this variety through the 1936 fruiting season we still say if you want to fill berry baskets with large, fancy fruit and fill plenty of them, plant Frost Proof. You will make no mistake.

## GEM EVERBEARING

Outstanding in the Everbearing field. Unlike all Everbearers previously introduced Gem is not a shy plant maker. Under ordinary conditions it will make a heavy fruiting row equal to most of the June varieties. We find Gem berries all large, no small ones, and will hold their size throughout the season. With us it will bear more fruit than Mastadon. The fruit is sweet, rich and delicious; the flesh is fine grained and red clear through. If we were limited to one variety to plant for profit Gem would be our choice. The plants are not as large as Mastadon but if given a good early start it will make a very rank, vigorous growth.

Growers will make no mistake in planting Gem either for the home garden or as a money crop. Our crops of these plants are extremely short. Take a tip and order now.

***Early Planting Brings Best Results***